

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

YAT & C (PMU) Department - Tourism Promotion - professional fees for managing Public Relations and other related activities - Sanction of Rs.7,77,156/- (Rupees Seven Lakhs Seventy Seven Thousand One Hundred and Fifty Six Only) - Orders - Issued.

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YOUTH ADVANCEMENT TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 498 **Dated: 25-06-2013**
Read the following:-

1. G.O.Rt.No. 496, YAT & C (PMU) Department, Dated: 25-06-2013.
2. From M/s Adfactors Advertising, Mumbai, Lr., Dated: 11-06-2013.

ORDER:

In the reference 1st read above, Government have empanelled 2 agencies viz., M/s Adfactors Advertising, Mumbai & M/s. JWT Mindset Advertising Private Limited, Mumbai for undertaking National & International Media Campaigns through print, electronic, outdoor and online for 'A.P. Tourism' in key source markets in India and Abroad w.e.f. **23-05-2013**.

2. In the reference 2nd read above, M/s Adfactors Advertising, Mumbai has submitted bills for an amount of Rs.7,77,156/- towards professional fees for managing Public Relations and other related activities for the period from 15-05-2013 to 15-06-2013 and requested to release the payment.

3. Government after care full examination of the matter, hereby sanction an amount of Rs.7,77,156/- (Rupees Seven Lakhs Seventy Seven Thousand One Hundred and Fifty Six Only) to M/s Adfactors Advertising, Mumbai towards agreed professional fees for managing Public Relations and other related activities for the period from 15-05-2013 to 15-06-2013.

4. The amount sanctioned at para-3 above shall be debited to the following Head of Account:-

“3452-Tourism, 01-Tourist Infrastructure, 102, Tourist Accommodation & other facilities to Tourists - Schemes included in PLAN, 11- Normal State Plan, 13-Tourism PMU, 260-Advertisements, sales and publicity Expenses”.

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para - 3 above and disburse the same to M/s Adfactors Advertising, Mumbai through online. The following are bank account details:

Bank Name	:	Standard Chartered Bank
Bank Brach	:	M.G. Road, Fort, Mumbai
Bank Account No.	:	2250 6046 075
IFSC Code	:	SCBL 00 36046

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
M/s Adfactors Advertising, Mumbai.
The Assistant Secretary to Government and Drawing & Disbursing Officer,
YAT & C (PMU) Department,
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.
The Accounts Officer, YAT & C (PMU - Claims) Department.
SF/SCs

//FORWARDED :: BY ORDER//

SECTION OFFICER